

Media in the Era of Artificial Intelligence

Background Note

Artificial Intelligence (AI) is bringing about a transformative shift in the global media landscape, impacting both traditional print and electronic platforms. Its versatile capabilities span various tasks, from editing and proofreading to language translation and transcription. Furthermore, AI tools can also be used for generating news articles, summaries and reports.

In the domain of electronic media, AI can assist in video editing and scriptwriting and creating compelling headlines. The emergence of AI-generated news anchors presents an innovative opportunity to reduce production expenses.

The ability of AI to monitor social media platforms not only keeps journalists promptly abreast of breaking news but also provides valuable insights for strategic advertising planning for media outlets. New AI tools are also being developed to combat misinformation and fake news.

AI applications such as ChatGPT, Stable Diffusion and Genesis have the potential to be invaluable assets to journalists. However, there is growing apprehension on the content veracity, authenticity and so on and also its potential to lead to job displacement. The creators of these tools claim that AI's role is meant to complement human expertise rather than replace it. It is important to acknowledge that AI lacks the creativity, originality, and human touch that journalists provide and it can't engage with the public or gather information firsthand, a vital aspect of journalism. Emotional nuances that humans understand remain beyond AI's capabilities.

AI's usage also prompts questions about upholding journalistic ethics. The potential for AI to create lifelike media content raises concerns about the spread of convincing deepfakes that propagate fake news and disinformation. It also needs to be ensured that AI models don't inherit the biases present in the data on which they are trained, compromising media integrity. Beyond this, AI's potential for malicious exploitation is exemplified by tools like EvilGPT and WormGPT. Therefore, it's imperative to ensure that these challenges are effectively addressed and mitigated, taking necessary precautions to uphold journalistic integrity and the responsible use of AI in media.

The Press Council of India envisions that the role of AI in Media is bound to expand exponentially at a much faster pace. With these views in the background, the Council opens up debate and discussion on the theme 'Media in the era of Artificial Intelligence', welcoming insights and views from across the spectrum.
